



EFFECTIVENESS OF ONLINE BUYING BEHAVIOUR OF CUSTOMER IN TIRUPUR CITY

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ABSTRACT

In the era of globalization and with the wonderful expansion of the Internet, various businesses have globalized their sales and marketing efforts for their products and services all through the net. Over the decades maximum business organizations have been providing various products like books, hardware, software, toys, household appliances etc to their customers through online. Online shopping is the process of buying and selling of the goods and services through online. Unlike traditional marketing, online marketing has many advantages like global reach, availability of wide variety and cheaper products, 24X7 timing etc. If online retailers know the factors affecting Indian consumer's buying behavior they can further develop their marketing strategies to convert potential customers into active ones. Customer satisfaction is the key factor for customer retention and acquisition in online shopping system.

Customer satisfaction with respect to online shopping is the extent to which customer's perception of the online experience confirms their expectation. The internet has played a significant role in our daily life in that people can talk through the internet to one who is actually on the other side of the Earth, can send email around the clock, can search information, can play game with others, and even can buy things online.

KEY WORDS: Internet, Consumer Satisfaction, Online, Shopping etc.

INTRODUCTION

The trend of e-commerce has been enlarged rapidly in the recent years with the development of internet and due to the easy accessibility of internet usage. Internet shopping has been widely accepted as a way of purchasing products and services it has become a more popular means in the Internet world. It also provides consumer more information and choices to compare product and price, more choice, convenience, easier to find anything online. There should be interactivity customer service in the website, so that customers can contact with the seller anywhere and anytime. Online stores are usually available 24 hours a day, and many consumers have Internet access both at work and at home.

The current research is an effort to understand the satisfaction and loyalty pattern of the buyers shopping online. When people buy things, they will engage in a decision making process. One of the most important harms of e-commerce web sites is that they fail in supporting the customers in this process.

Consumers are individuals with likes and dislikes. When the preponderance of people in a particular group feel one way or another about a product, service, entity, person, place or thing, it is said to be a generalized consumer attitude that could affect the marketing of that person, product or entity in positive or negative ways. Marketers strive to influence consumer attitudes, and understanding the existing attitude is the first step to changing it if needed. Attitudes are "psychological states used by individuals to structure the way they perceive their environment and guide the way they respond to it"

With the rapid global growth in electronic commerce (e-commerce), businesses are attempting to gain a competitive advantage by using e-commerce to interact with customers. Nowadays, online shopping is a fast growing phenomenon. Growing numbers of consumers shop online to purchase goods and services, gather product information or even browse for enjoyment.

Online shopping environments are therefore playing an increasing role in the overall relationship between marketers and their consumers. That is, consumer-purchases are mainly based on the cyberspace appearance such as pictures, images, quality information, and video clips of the product, not on the actual experience. Thus, the impact of these online shopping environments on consumer response necessitates a critical understanding for marketing planning.

OBJECTIVES OF THE STUDY

1. To know the demographical variables of the customers using online shopping.
2. To study awareness of customers on online shopping.
3. To study the experience of the customers in online shopping.
4. To analyze the satisfaction level of the customers.
5. To analyze the problem faced by an online customers.

NEED & SCOPE OF THE STUDY

1. The study was conducted among the internet users.
2. The study also aims towards knowing consumer opinion towards online shopping.
3. To know about which purchase type people prefer most.
4. To find out the reason for buying products.
5. To find out the price range that people prefer most.
6. To know which features they admire in their product
7. The scope of the study was undertaken in city Tirupur.

RESEARCH METHODOLOGY

Research Methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research systematically solves the research problem. It may be understood as a source of studying how researcher is done scientifically. In this study of the researcher studies various steps that are generally adopted in studying this research problem along with the logic being them. It is necessary for the researcher to know not only the research methods/techniques but also the methodology.

SAMPLING UNIT

The sampling units consist of customers who is purchasing through online. The sampling unit refers to the respondents who are surveyed. The size of this study comprises of customers who purchase through online in the Tirupur district. It included the consumers of various demographical backgrounds

SAMPLE SIZE

For the purpose of the study, the researcher has to select 100 Respondents. The sample size refers to the number of respondents be selected from the universe to constitute a sample. A sample of 100 respondents was taken from the infinite universe for the purpose of the study. The study is based on Convenience Sampling method.

PRIMARY DATA

The data were collected through structured questionnaire (interview method).

SECONDARY DATA

The secondary data were collected from official records and magazines.

STATISTICAL TOOLS

- Simple percentage
- Weighted average analysis

AREA OF THE STUDY

The research study is limited to the geographical limits Tirupur rural district only. The data was collected from 100 respondents by applying convenience sampling method. The researcher has taken efforts to cover all the parts of the Tirupur district for the collection of primary data so that the result is not biased. Since the population is infinite the researcher had to limit the sample size. The sample has to be evenly distributed and a biased.

LIMITATIONS OF THE STUDY

- Taking into period of study, this method is time consuming.
- Factors briefed and analyzed may not stand good for other industries.
- It is difficult to meet loyal customers in within the research period
- Every respondent don't have uniform interest during answering of questionnaire.
- The study is based upon the consumer behaviors of online shopping

FINDINGS OF THE STUDY

- Majority (52.4%) of the respondents are female.
- Majority (56.4%) of the respondents are coming under the age group of 19 to 30 years.
- Majority (38.4%) of the respondents completed their UG Degree.
- Majority (35.2%) of the respondents are students.
- Majority (56%) of the respondents are unmarried.
- Majority (27.6%) of the respondents are coming under the category of Rs. 20001 to 30000.
- Majority (100%) of the respondents are using internet access.
- Majority (46.0%) of the respondents are using internet more than 2 years.
- Majority (34.0%) of the respondents are come to know through Advertisement.
- Majority (58.4%) of the respondents are mostly influenced by Television
- Majority (58.4%) of the respondents are had an online shopping.
- Majority (33.6%) of respondents are shopping online during last one year at 7 to 9 times.
- Majority (55.6%) of respondents are shopping online by using cell phones.
- Majority (32.0 %) of respondents are purchasing cloths in online shopping.
- Majority (39.6%) of respondents are spending Rs.6001 to Rs.7000 at a single purchase.
- Majority (48.8%) of respondents prefer online shopping for time saving.
- Majority (71.2%) of the respondents are feeling satisfied after online shopping.
- Majority (70.4%) of the respondents are having Debit/Credit card.
- Majority (64.0%) of respondents are making their payments through cash on delivery.
- Majority (64.0%) of the respondents will recommend others for shopping in online.
- The weighted average analysis concluded that in reason for online shopping the save times score 446 and in 1st position.

SUGGESTIONS

- The company should come up with innovative ways of service at their door steps this may be a costly affair but will surely give positive results in the long run.
- The companies have to introduce many schemes to attract the customers.
- The company can provide additional facilities to the customers to increase the sales of organization
- The company should focus on the advertising strategy and also the marketing of the produce.

- The organization has to satisfy the customers during the bargaining.
- Advertising plays a very important role in influencing customers.
- Cash on delivery and return policy must be promoted at a higher level to attract large number of customers.
- Installment payment facility can be provided to attract and increase the tendency of shopping especially at the time of offers and discounts.
- Size of the products should be properly displayed by the online sellers.
- The number of orders placed should be delivered at the time by one agent of the particular area than collecting products from different persons at different time.

CONCLUSION

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping, improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others.

This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Variety, quick service and reduced prices were three significant ways in which online shopping influenced people from all over the world. However, this concept of online shopping led to the possibilities of fraud and privacy conflicts.

Unfortunately, it has shown that it is possible for criminals to manipulate the system and access personal information. Luckily, today with the latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately accessing private databases. Through privacy and security policies, website designers are doing their best to put an end to this unethical practice. By doing so, society will continue to depend upon online shopping, which will allow it to remain a tremendous success in the future.

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